

# British Army in Wales: Exercise Ddraig Inspire

DATE: Thursday, September 4, 2025  
LOCATION: Crickhowell, Wales, GB

## Event Description

British Army in Wales: Exercise Ddraig Inspire is a premier conferences event in Crickhowell. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** conferences

**Importance Rank:** 44/100

**Expected Attendance:** 474 people

**Event ID:** B44ec9zZbh4bwSQnnP

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 190 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*